

## **Abstract**

Diploma thesis „An analysis of the media environment of the People’s Republic of China“ deals with the functioning of the media system of the PRC. The introductory chapter focuses on the evolution of the media system from the early beginning up to present, emphasis was placed on the period starting with the establishment of the republic in 1949. The main events which greatly influenced the current form of the media system were underlined. The evolution of the system is enriched by historical, political and cultural context. The periods of governance of both Mao Zedong and subsequent reformist Deng Xiaoping, who is known especially for his commencement of economic reforms in PRC, were analysed. A significant part of the diploma thesis is devoted to the basic characteristics features of the media environment of PRC, namely to the system of media regulation, self-censorship, censorship and propaganda. To demonstrate the significance and specificity of particular features of the media system, some main events were selected as examples and further analysed. In case of censorship, the relationship between PRC and Hong Kong and the 2009 Xinjiang protests were selected. Regarding propaganda, the Beijing Olympics games of 2008 were mentioned. Analysis of current media system with an emphasis on the main media products in the sphere of the press, broadcasting, and television was an integral part to the content of the diploma thesis. The internet and the role of social media were also elaborated.